



FROM THE EXECUTIVE DIRECTOR'S DESK

First I want to congratulate one of our board members for being named the Free Press Prep Person of the Year. Way to go Dorene Ingalls. Dorene is the very successful girls' basketball coach at St. Ignace HS. She and her husband Doug are the BCAM Co-Coaches of the Year. Read about her story at:

<http://www.freep.com/article/20110703/HSS/107030560/Prep-person-year-St-Ignace-s-Dorene-Ingalls> .

The 2nd Annual BCAM Coaches vs Cancer Golf Scramble was sold out more than two weeks before the August 8th event. The word is out that this outing is well worth the time and money. Last year we raised over \$9000. This year we hope to double that amount. I want to thank Two Men and a Truck for becoming a major sponsor and really helping our fight against cancer. If you want to play next year, make sure you register early.

The 32nd Annual All-Star Festival is NOT sold out but we expect a good crowd since we will be playing at the Palace of Auburn Hills. Not only will most of the top seniors be playing in four games but we have added a Dunk Contest and a 3-Point Contest to the day's events. Here is the schedule of events on Saturday, August 6th:

- 1:00 Palace Doors Open
- 2:00 Women's Class C/D Game
- 3:30 Women's Class A/B Game
- 4:45 Three Point Shooting Competition
- 5:40 Men's Class C/D Game
- 6:50 Slam Dunk Competition
- 7:50 Men's Class A/B Game



We are offering a last week special to all members. You and your family or friends can attend the All-Star Festival for only \$5 per ticket. Go to www.redeemonlinenow.com and enter the following: Event ID: P806 Password: BASKET and follow directions.

BCAM is happy to announce that the National High School Basketball Coaches Association (NHSBCA) is now official. I am also happy to announce that each BCAM member is automatically a member of the NHSBCA at no extra cost. Much more information will follow about this new association but in the meantime you can access the website by going to: <http://nhsbca.org>. This new national association will be helping bring the high school coach back into the recruiting picture as well as offering benefits that are possible because the NHSBCA has 27,000 members.



The following clinic information gives you all you need to know about the Fall BCAM Coaches Clinic. You might notice that there is a lack of D1 Women coaches speaking. This is because the first weekend in October is the big evaluation time for college coaches and it was not possible to fit women coaches into our schedule.

There is a new video "breakdown" program called Krossover. I saw a demonstration and it has unbelievable capabilities. The company will be demonstrating the program at our fall clinic. Don't purchase it yet since BCAM is working to offer it at a price that might be 50% off retail. Check it out at the clinic and we will explain how to purchase at a great savings. This is such a great time-saver, your spouse will probably buy it for you.

FALL BCAM COACHES CLINIC INFORMATION

What a line-up! What a great weekend of basketball! What a super time to bring your staff and plan your season! This year's dates are September 30 – October 2. Go to: www.bcam.org and click on the BLUE Clinic Information Banner. All the information is listed. Remember to sign up your staff for BCAM membership so they can get the reduced Clinic price. There is no other clinic in the nation that offers this high quality line-up, special events and outstanding vendors all for this low cost.

Check out these speakers: Brad Stevens, Travis Ford, Doc Sadler, Bryce & Homer Drew, Dorene Ingalls, Greg Esler, Spencer Wood, Brian Gregory, Greg Kampe and John Beilein.

Clinic brochures will be mailed to all schools and members later in August, but you can get all the info now from our website. You can also register and pay online for the Clinic at this time. \$70 Early Bird Special ends 9/1/11.



Sportsmanship and the High School Athlete

Written by Bob Wojcik, Basketball/Football Official, Hudsonville. Bob is also a member of the BOCCC Committee.

Sportsmanship. When I hear this word, I immediately think of the high school athletes I have had the pleasure of officiating. Sportsmanship is what makes high school athletics fun. It makes me proud when I get to see it in action. However, many athletes need to learn this from good role modeling from parents, coaches, and the game officials. As an official, I like to think I am doing my part when I begin most games with a little pep talk with the team captains. I usually like to start by reminding them that I expect to see positive interaction between the two opposing teams. I stress this by giving them this short, but to the point speech, "If you accidentally knock an opponent down, then you help him/her get up. Please remember to represent your school with class."

The logo for Noah's Ark, featuring the word "noah" in a stylized, orange, lowercase font with a white outline.

I have been witness to coaches that emulate great sportsmanship. They teach their athletes to treat the game officials with respect. I am so impressed when a player hands me the ball with a "sir" included to address me. I know that is taught by coaches. If there is a questionable call, it is equally impressive to see the coaches move on with the game and get their players to do the same. As an official it is difficult to have a crew call a perfect game every time, but that is always the goal.

These coaches also teach their athletes to treat the opponent with respect as well. I have seen coaches take a player out of the game for not following these guidelines.

I commend these coaches and what they are teaching these young men and women. Some fans can be very difficult to control when it comes to poor sportsmanship. I know they are the minority, but they still influence our young athletes. I was at a varsity football game several years ago watching my son, a wide receiver. He missed a catch and some of the fans were going crazy over what they thought should have been pass interference. I was so proud of him, when we talked after the game. His only comment was "I should have caught it." His anger was not directed to the official, but rather at himself for not pulling the ball in. Often, what fans see and what actually happens is not the same and yet they complain and can add a very different flavor to the environment.



Sportsmanship needs to continue to be the highest priority for high school athletics. We can all do our part to teach young people that there are many lessons to be learned in athletics with sportsmanship a very important one. I feel it is very important that we acknowledge and compliment good sportsmanship when we see it demonstrated.

Leadership

Besides good players, championship caliber teams need good leaders. Who wants to be a captain? Several players want to be captains but not everyone has the leadership skills necessary to be a good leader. These skills can be taught or developed, but a lot of times you just know who the natural leaders are.

Just like with playing time, you shouldn't expect to be a captain just because of the grade you are in. Sometimes we as coaches are guilty of promoting this. Older, experienced, veteran players should be the leaders. They know the system and how things should be done. But not everyone is cut out to be a leader.

So how do you know if you have what it takes to be a leader? Saying that you want to be one, or even deserve to be one, doesn't mean much if your actions don't support your words.



Just as players are made in the off-season, the off-season is also the time for leaders to emerge for a

much better team. Since coaches are limited to their three weeks of coaching in the off-season, players who promote their sport with their word, attendance, attitude, and participation can become the natural leaders of the team. How can someone expect to be a leader if they aren't there for their teammates? Besides scheduled events, there are those special players who want the team to do so well that they are willing to contact players on their own and set up opportunities for everyone, not just their friends. These opportunities can be times to go running, to work on fundamentals, or even something just for fun. They make sure everyone feels welcome.

Let your commitment to your teammates do your talking. We welcome the opportunity to see who wants to lead. -- **Craig Woods**

Players are made in the off-season

For the two sports that I am fortunate to coach, an old saying comes into play. "Players are made in the off-season, teams are made in-season."

It should be every player's dream and goal to play for a state championship. We have been lucky enough to do that in softball, and hope to make the return trip. It hasn't happened yet in basketball, but it is reachable goal. But, in both sports it is reachable for several teams in the state. Who goes to the state tournament and who stays home is often determined in the off-season. Players who work hard in the off-season allow coaches to spend more time on team concepts during the season as opposed to working on the fundamentals that should have been more developed by the first day of practice.



Many players think that if they feel like they are not going to start, or play a lot, then what's the use in trying. Quite simply, team sports need competition in practice to compete in games, if teams don't have enough competition in practice they won't be as prepared to face it in games. Anyone with a true team attitude will work hard regardless of their role, knowing that it's the entire team that makes the trip to the state tournament, just not the starters.

Championship caliber teams have players who do everything it takes to be champions. So the question is how do you want to get your playing time? Hopefully you will want to go out and earn it. Unfortunately some players are satisfied with being given a spot because there simply isn't anyone else skilled enough to take it. Working just hard enough to be ahead of the next player at your position simply isn't the attitude necessary to win. Everyone shouldn't be just good enough, but rather the best player possible. This means doing everything possible whenever possible to develop every skill necessary to play your position. Anything less than this is telling everyone that you want to be a champion but aren't willing to earn it. If you want to be the best you must be willing to outwork every possible opponent.

Are you willing to walk the walk and back your words with actions? The handout line does not start at the gym door or dugout.

-- Craig Woods

Motivation

"The leaders who work most effectively, it seems to me, never say 'I'. And that's not because they have trained themselves not to say 'I'. **They don't think 'I'. They think 'we'; they think 'team'. They understand their job to be to make the team function. They accept responsibility and don't sidestep it, but "we" gets the credit....** This is what creates trust, what enables you to get the task done."

-- Peter Drucker

Shooting Practice

When you practice shooting, your goal should be to **make** a specific number of shots, not to **take** a specific number. This also applies when you are working on scoring moves and not just shots. Practice each shot and each move and make 5 to 10 shots for each shot/move.

Practicing shooting in this manner will improve concentration, focus, dedication, determination, and conditioning. That IS the purpose of practicing -- to get better. Going through the motions without having the discipline necessary will not help you become a better player.

Always practice the moves and shots with correct techniques and at full game-speed intensity (working hard and working fast while maintaining control).

-- From Tony Alfonso